

CLMPTO

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ADD CLAIMS 35-44

1. A controller connectable to first and second wireless networks, the controller including a processor operable to initiate delivery of content by said first network in response to a criterion being met by data derived from said second network.
2. A controller as claimed in Claim 1, further including criterion establishing means operable to establish a criterion as a function of at least one indicia representative of user activity in said second network.
3. A controller as claimed in Claim 2, wherein the criterion establishing means is further operable to associate said criterion with particular content to be delivered over said first network.
4. A controller as claimed in Claim 3, wherein the processor is operable to initiate delivery of content whose associated criterion is met.
5. A controller as claimed in Claim 1, wherein the criterion is met when the data derived from said second network exceeds a predetermined threshold value.
6. A controller as claimed in Claim 5, wherein the data derived from the second network comprises a number of connected user terminals to said second network.
7. A controller as claimed in Claim 1, wherein the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.

8. A controller as claimed in Claim 7, wherein the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.
9. A content delivery system comprising first and second wireless networks and a controller connected thereto, the controller including a processor operable to initiate delivery of content by said first network in response to a criterion being met by data derived from said second network.
10. A system as claimed in Claim 9, wherein the controller includes criterion establishing means operable to establish a criterion as a function of at least one indicia representative of user activity in said second network.
11. A system as claimed in Claim 9 or Claim 10, wherein the second network includes a register of user activity data derivable by said controller.
12. A system as claimed in any one of Claims 9 to 11, wherein the criterion establishing means is further operable to associate said criterion with a respective at least one content to be delivered by said first network.
13. A system as claimed in any one of Claims 9 to 12, further including at least one source of content, said source being responsive to said controller to supply content to said first network for delivery thereby.
14. A system as claimed in Claim 9, wherein the criterion is met when the data derived from said second network exceeds a predetermined threshold value.

15. A system as claimed in Claim 14, wherein the data derived from the second network comprises a number of connected user terminals to said second network.
- 5 16. A system as claimed in Claim 9, wherein the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.
- 10 17. A system as claimed in Claim 16, wherein the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.
- 15 18. A content delivery method comprising monitoring user activity in a second network relative to a criterion and delivering content to a terminal of a first network when the criterion is met.
19. A method as claimed in Claim 18, including associating said criterion with particular content to be delivered by the first network.
- 20 20. A method as claimed in Claim 19, including comparing said content with a profile of a user of a terminal such that content compatible with said profile is delivered.
21. A method as claimed in Claim 20, wherein said profile is obtained by determining a pattern of use of said second network by said user.
- 25 22. A method as claimed in Claim 18, wherein the criterion is met when the data derived from said second network exceeds a predetermined threshold value.

23. A method as claimed in Claim 22, wherein the data derived from the second network comprises a number of connected user terminals to said second network.
- 5 24. A method as claimed in Claim 18, wherein the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.
- 10 25. A method as claimed in Claim 24, wherein the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.
- 15 26. A controller connectable to a wireless unidirectional digital broadband network and to a wireless bi-directional communications network, the controller including a processor operable to initiate delivery of content via the wireless unidirectional digital broadband network to a determined area in response to a number of user terminals in the determined area connected to the wireless bi-directional communications area exceeding a predetermined threshold value.
- 20 27. A controller as claimed in Claim 26, wherein the processor is further operable to associate a certain threshold value with a particular content..
- 25 28. A controller as claimed in Claim 27, wherein the threshold value is corresponding to a number of active user terminals in the determined area.
- 30 29. A content delivery system comprising:
a wireless unidirectional digital broadband network;
a wireless bi-directional communications network; and
a controller connected to both networks, the controller including a processor operable to initiate delivery of content via the wireless

unidirectional digital broadband network to a determined area in response to a number of user terminals in the determined area connected to the wireless bi-directional communications area exceeding a predetermined threshold value.

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50. A controller as claimed in Claim 29, wherein the processor is further operable to associate a certain threshold value with a particular content..
- 10 31. A controller as claimed in Claim 30, wherein the threshold value is corresponding to a number of active user terminals in the determined area.
- 15 32. A content delivery system, comprising:
a wireless unidirectional digital broadband network;
a wireless bi-directional communications network; and
a controller connected to both networks, the controller comprising:
a processor;
a storage device; and
20 software means operative on the processor for:
maintaining in the storage device a database including threshold values associated with content corresponding to user activity;
monitoring user activity in a wireless bi-directional communications network; and
25 delivering the content to a terminal connected to a wireless unidirectional digital broadband network when the user activity exceeds the corresponding threshold value.

33. A content delivery method comprising monitoring user activity in a
30 wireless bi-directional communications network within an area and
delivering content to a user terminal of a wireless unidirectional digital
broadband network when a number of connected user terminals to the
wireless bi-directional communications network within said area
exceeds a predetermined threshold value;

34. A content delivery method as claimed in Claim 33, wherein the
5 threshold value is corresponding to a number of active user terminals
in said area.

35. A system as claimed in Claim 10, wherein:
the second network includes a register of user activity data derivable by the
controller.

36. A system as claimed in Claim 10, wherein:
the criterion establishing means is further operable to associate the criterion with
a respective at least one content to be delivered by the first network.

37. A system as claimed in Claim 11, wherein:
the criterion establishing means is further operable to associate the criterion with
a respective at least one content to be delivered by the first network.

38. A system as claimed in Claim 35, wherein:
the criterion establishing means is further operable to associate the criterion with
a respective at least one content to be delivered by the first network.

39. A system as claimed in Claim 10, comprising:
at least one source of content, the source being responsive to the controller to
supply content to the first network for delivery thereby.

40. A system as claimed in Claim 11, comprising:
at least one source of content, the source being responsive to the controller to
supply content to the first network for delivery thereby.

41. A system as claimed in Claim 12, comprising:

42. A system as claimed in Claim 35, comprising:

at least one source of content, the source being responsive to the controller to supply content to the first network for delivery thereby.

43. A system as claimed in Claim 37, comprising:

at least one source of content, the source being responsive to the controller to supply content to the first network for delivery thereby.

44. A system as claimed in Claim 38, comprising:

at least one source of content, the source being responsive to the controller to supply content to the first network for delivery thereby.

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